

ORDER



Orders	Order / Rev:	47020
	Alt Order #:	9782023 /Brad
	Product Desc:	AMER FOR PROSPERITY
	Estimate:	479
	Flight Dates:	09/04/12 - 09/10/12
	Original Date / Rev:	08/03/12 / 08/15/12
	Order Type:	GENERAL

WJTF-TV CBS21

Agency	Name:	Mentzer Media Services
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Ave
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Americans for Prosperity
	Demographic:	A50+
	Product Codes:	Issues/Propositions
	Priority:	P-1
	Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	58	\$39,500.00	\$33,575.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$39,500.00	\$33,575.00	0.00
Total	58	\$39,500.00	\$33,575.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Millennium Washington DC Start Of Order - End Of Order 100%

Order Share

WHP-TV CBS21	27%	\$39,500.00
Market	100%	\$146,296.30

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	52%	\$76,074.07
WHTM	10%	\$14,629.63
WLYH	0%	\$0.00
WPMT	11%	\$16,092.59

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WHP	09/04/12	09/07/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	- TWTF--	:30	4	\$200.00	P-1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4	\$200.00			0.00					
Spot	Ch	Date Range		Description		Start/End Time				Weekdays		Length		Rate	Rtg Type
1	WHP	09/03/12-09/09/12		M-F 530p-6p News		530p-6p				-TWThF----		:30	(\$200.00)	0.00	NM
		See MG 2.5,2.6		[Program Change]											
5	WHP	09/04/12-09/07/12		M-F 11p-1135p News						-TWThF----		:30	\$300.00	0.00	NM
		(M) MG for 1.3,2.1		[MG within Flight]											
6	WHP	09/04/12-09/07/12		CBS This Morning						-TWThF----		:30	\$100.00	0.00	NM
		(M) MG for 1.3,2.1		[MG within Flight]											
E 3	WHP	09/04/12	09/07/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	- TWTF--	:30	4	\$250.00	P-1	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4	\$250.00			0.00					
E 4	WHP	09/05/12	09/07/12	CBS Evening News CBS Evening News	CM	630p-7p	-- W-F--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-- W-F--		2	\$650.00			0.00					
E 5	WHP	09/04/12	09/07/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- TWTF--	:30	4	\$950.00	P-1	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4	\$950.00			0.00					
E 6	WHP	09/04/12	09/07/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- TWTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4	\$1,000.00			0.00					
E 7	WHP	09/04/12	09/07/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	- TWTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		3	\$300.00			0.00					
E 8	WHP	09/04/12	09/07/12	Letterman Letterman	CM	1135p-1235a	- TWTF--	:30	3	\$125.00	P-1	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		3	\$125.00			0.00					
E 9	WHP	09/04/12	09/04/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	- T-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1	\$2,400.00			0.00					
E 10	WHP	09/04/12	09/04/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	- T-----	:30	1	\$2,100.00	P-1	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1	\$2,100.00			0.00					
E 11	WHP	09/04/12	09/04/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p	- T-----	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1	\$1,650.00			0.00					
E 12	WHP	09/05/12	09/05/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	-- W----	:30	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-- W----		1	\$1,850.00			0.00					
E 13	WHP	09/06/12	09/06/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	-- T--	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-- T--		1	\$2,200.00			0.00					
E 14	WHP	09/07/12	09/07/12		CM	9p-10p	---- F--	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00

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				Fri Reg 2											
				Fri 9p-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/03/12	09/09/12	-----F--		2	\$1,250.00		0.00						
E 15	WHP	09/07/12	09/07/12	Fri Reg 3	CM	10p-11p		-----F--	:30	1	\$1,675.00	P-1	0.00	NM	1 \$1,675.00
				Fri 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/03/12	09/09/12	-----F--		1	\$1,675.00		0.00						
E 16	WHP	09/08/12	09/08/12	SEC Day Game	CM	Various		-----S-	:30	2	\$400.00	P-1	0.00	NM	0 \$0.00
				SEC Football Day Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/03/12	09/09/12	-----S-		2	\$400.00		0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WHP	09/03/12-09/09/12	SEC Day Game		Various		-----Sa--	:30		(\$400.00)	0.00	NM		
				See MG 19.3,19.4,19.5,19.6											
				[Program Change]											
	2	WHP	09/03/12-09/09/12	SEC Day Game		Various		-----Sa--	:30		(\$400.00)	0.00	NM		
				See MG 19.3,19.4,19.5,19.6											
				[Program Change]											
E 17	WHP	09/08/12	09/08/12	Sa 7p-730p	CM	7p-730p		-----S-	:30	1	\$250.00	P-1	0.00	NM	1 \$250.00
				Sa 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/03/12	09/09/12	-----S-		1	\$250.00		0.00						
E 18	WHP	09/08/12	09/08/12	Sa 730p-8p	CM	730p-8p		-----S-	:30	1	\$250.00	P-1	0.00	NM	1 \$250.00
				Sa 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/03/12	09/09/12	-----S-		1	\$250.00		0.00						
E 19	WHP	09/08/12	09/08/12	Sat Reg 2	CM	9p-10p		-----S-	:30	2	\$500.00	P-1	0.00	NM	4 \$2,100.00
				Sat 9p-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/03/12	09/09/12	-----S-		2	\$500.00		0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WHP	09/03/12-09/09/12	Sat Reg 2		9p-10p		-----Sa--	:30		(\$500.00)	0.00	NM		
				See MG 19.3,19.4,19.5,19.6											
				[Program Change]											
	2	WHP	09/03/12-09/09/12	Sat Reg 2		9p-10p		-----Sa--	:30		(\$500.00)	0.00	NM		
				See MG 19.3,19.4,19.5,19.6											
				[Program Change]											
	3	WHP	09/03/12-09/09/12	Sun Reg 3				-----Su	:30		\$1,850.00	0.00	NM		
				(@) MG for 16.1,21.2,21.1,16.2,19.2,19.1											
				[MG within Flight]											
	4	WHP	09/04/12-09/07/12	CBS This Morning				-TWThF----	:30		\$100.00	0.00	NM		
				(@) MG for 16.1,21.2,21.1,16.2,19.2,19.1											
				[MG within Flight]											
	5	WHP	09/04/12-09/07/12	CBS This Morning				-TWThF----	:30		\$100.00	0.00	NM		
				(@) MG for 16.1,21.2,21.1,16.2,19.2,19.1											
				[MG within Flight]											
	6	WHP	09/08/12-09/09/12	Sa 1130p-1230a				-----Sa--	:30		\$50.00	0.00	NM		
				(@) MG for 16.1,21.2,21.1,16.2,19.2,19.1											
				[MG within Flight]											
E 20	WHP	09/08/12	09/08/12	Sa 11p-1130p News	CM	11p-1130p		-----S-	:30	1	\$175.00	P-1	0.00	NM	1 \$175.00
				CBS 21 News 11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/03/12	09/09/12	-----S-		1	\$175.00		0.00						
E 21	WHP	09/08/12	09/08/12	Sa-Su Eve News	CM	6p-630p		-----S-	:30	2	\$150.00	P-1	0.00	NM	0 \$0.00
				CBS 21 News Weekend											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/03/12	09/09/12	-----S-		2	\$150.00		0.00						

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E 34	WHP	09/10/12	09/10/12	Letterman Letterman	CM	1135p-1235a	M-----	:30	1	\$125.00	P-1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$125.00		0.00			

Totals 58 \$39,500.00